

~~CONFIDENTIAL~~

MEMORANDUM FOR: Director of Central Intelligence  
VIA: Deputy Director (Plans)  
SUBJECT: Letter to Mr. Streibert Re Sulzberger  
Article

This memorandum suggests action on the part of the  
DCI.

Attached is a memorandum for your signature forwarding  
to Mr. Streibert the Free Europe Committee's views on the  
Sulzberger column.

  
CORD MEYER, Jr.  
Chief

STAT

25X1

- Attachments (2)  
1 - Memorandum for Mr. Streibert  
for DCI's signature  
2 - ER-8-3060



OFFICE OF  
THE DIRECTOR

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Approved For Release 2003/10/29 : CIA-RDP80B01676R001000200049-8

UNITED STATES INFORMATION AGENCY

WASHINGTON

May 25, 1956

Memorandum For: The Honorable  
Allen W. Dulles  
Director  
Central Intelligence Agency

Subject: Sulzberger Article, New York Times.

Right after we discussed the above at the OCB meeting a week ago, we asked Mr. Cody, our Public Affairs Officer in Paris, to get a hold of Mr. Sulzberger about it.

Attached is copy of our letter to Mr. Cody and a copy of the telegram of May 23rd reporting on his contact with Mr. Sulzberger.

Apparently, he will be getting together with RFE representatives and Mr. Sulzberger at lunch on Monday, May 28th.

  
Theodore C. Streibert  
Director

Attachments -

Letter of May 18, 1956 to Mr. Cody.  
Telegram of May 23, 1956 from Mr. Cody.

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JUN 16 1956

MEMORANDUM FOR: The Honorable Theodore C. Streibert,  
Director, United States Information Agency

SUBJECT: Sulzberger Article, The New York Times

1. Thank you for your note of May 25 attaching Mr. Voorhees' letter to Paris on this subject.
2. I am attaching a memorandum prepared by the Free Europe Committee at our request. I agree with the points made, which I believe rebut very effectively the inaccuracies and distortions in the Sulzberger piece.
3. I hope that as a result of the talks which your people and the RFE people had with him, Mr. Sulzberger will handle this subject more accurately and more sympathetically in the future.

ALLAN W. DULLES  
Director

Attachment:  
Certain Subjective Views on  
Propaganda, dated May 21, 1956

CONCUR:

Date

Date

CONFIDENTIAL (Attachments)

May 18, 1956

OFFICIAL - INFORMAL

Personal Attention of Mr. Cody

Dear Bill:

I am writing you about the Cy Sulzberger article which appeared in last Monday's New York Times. A copy of it, along with a bale of other material, is enclosed.

While the specific criticisms of the propaganda program in Eastern Europe do not deal primarily with what the Information Agency is doing in that area, the article is so phrased that we appear to be primarily responsible. To what degree this can be straightened out by talking to Sulzberger, I don't know, but we here think that it may be worth a try if you are willing.

I have, therefore, collected some briefing material from the Voice as well as some choice correspondence with various missions in the Satellites which indicate that they are well satisfied with what we are doing. These are both for your own edification and, at your discretion, to show to Sulzberger.

As you know, the article deals with the quality and type of radio broadcasts, and with the supply of commercial films. As to the films, the correspondence between Thayer and Ken Clark of the Motion Picture Association indicates that Bucharest had received every major Hollywood production in 1955. Why Thayer took it upon himself to give Sulzberger the impression that the pictures mentioned in the article were the best he could get, is a mystery to us. However, the point is that the films discussed have nothing to do with the U. S. Information Agency Motion Picture program. Unfortunately this is not clear to the lay reader from the article. USIA has merely tried to help out where other channels for getting commercial films have failed. In this connection, note appreciative despatch from Bucharest about "The Living Desert".

As to radio, Sulzberger's charges obviously refer primarily to Radio Free Europe, Radio Liberation, etc. On this point, I enclose an answering memorandum from the Voice, as well as two Effectiveness Reports prepared for our Appropriations Hearings. I also enclose

Mr. Morrill Cody,  
Public Affairs Officer, USIS,  
Care of American Embassy,  
Paris.

CONFIDENTIAL (Attachments)

C O P Y

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a random sampling of English language commentary programs beamed from Washington. Further, I attach the Daily Broadcast Content Report covering all language broadcasts to each of the European satellite countries for May 9th and 10th.

This material should be fairly effective in refuting the major charges as applied to VOA. However, if you show any of it to Sulzberger, you must add that we also broadcast from Munich a half-hour program a day to Poland, Rumania, Hungary, and Bulgaria. These programs are each roughly divided into 1/2 news, and 1/2 features and commentary. Perhaps you could suggest that he go down to Munich and look over the setup firsthand. You will note that he complains of the use of emigres that are out of touch with what's going on in their country of origin. As you know, we do use broadcasts by defectors, especially from Munich, but usually ones who are fresh from behind the curtain. Furthermore, we have repeatedly sent sample scripts to the appropriate missions in the Satellites for evaluation, and in general have gotten very favorable comments. I enclose a few such comments for your reference.

Unfortunately the article appeared on the same morning that Ted Streibert had to go up to face a none too friendly Senate Appropriations Committee. The next day the same Committee asked Secretary Dulles about it. If Sulzberger appears at all sympathetic to our views, a favorable article on some phase of our program would be the most practical way of helping repair the damage done. Such an article would be especially helpful between now and the time our appropriations bill gets out on the Senate floor, probably in about two weeks.

I am also enclosing Sulzberger's companion article which appeared on this past Wednesday. As you can see, it is considerably more constructive in approach. You might tell Sulzberger that Andy Berding assigned his Eastern European staff that same day to explore all possibilities along the lines indicated in that article.

Sincerely yours,

John S. Voorhees  
Special Assistant to the Director

Endosures

As stated herein.

PLEASE RETURN TO MR. VOORHEES

C O P Y

INCOMING TELEGRAM

UNITED STATES INFORMATION AGENCY

UNCLASSIFIED

Control: 12834  
Rec'd: MAY 23, 1956  
2:18 PM

FROM: PARIS

TO: United States Information Agency

NO: TOUSI 533, MAY 23

PRIORITY

REFERENCE: VOORHEES LETTER MAY 18.

SULZBERGER SAYS HE WROTE OF AMERICAN PROPAGANDA AS A WHOLE WITHOUT REFERENCE VOA CONTRIBUTION. HE IS STUDYING VOA SCRIPTS WHICH AT FIRST GLANCE APPEAR FOLLOW HIS OWN SUGGESTIONS ON STRAIGHT NEWS OUTPUT. HE STATES ANXIOUS TO BE HELPFUL TO USIA PROGRAM VIS A VIS SENATE HEARINGS BUT BEFORE DECIDING COURSE OF ACTION DESIRES TO HEAR RFE REPRESENTATIVES WHO ARRIVING PARIS MONDAY. I WILL LUNCH WITH HIM AND THEN AND REPORT WHAT HE PLANS TO DO.

MEANWHILE SULZBERGER WISHES FOR POSSIBLE PUBLICATION BRIEF FINANCIAL COMPARISON FY'56 BUDGET WITH PROPOSALS FOR FY'57 AND TWO-PARAGRAPH STATEMENT ON RESULTS OF A 25 PERCENT CUT IF IMPOSED BY CONGRESS WITH PARTICULAR REFERENCE RADIO PROGRAMS TO IRON CURTAIN WHICH MIGHT HAVE TO BE ELIMINATED OR REDUCED IN BROADCASTING TIME. SEND ALSO STATEMENT HOW BERDING IS IMPLEMENTING SULZBERGER SUGGESTIONS IN MAY 16 STORY AS MENTIONED IN LAST PARAGRAPH OF REFERENCE LETTER.

AMBASSADOR ALSO TALKED SULZBERGER THIS SUBJECT.

CODY

VMM

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C O P Y